



Appearances can be deceiving.
Get to really know your customers.
Get insights, **get results.**

Intellignos is an interactive marketing optimization company that helps businesses generate more engagements, leads, subscriptions, and sales by using unique practices and tools. Because simply analyzing website traffic just isn't enough, we provide **integrated solutions** that extract insightful information which helps our clients achieve outstanding results.

What sets Intellignos apart is its experience working with both customers and agencies. Our “white label” services are designed to **help interactive agencies** take their Web analytics practice to the next level, add value to their clients’ businesses through analysis & optimization, and extend the relationship with them in order to become **strategic partners**, not just providers.

Web Analytics



Intellignos understands that analytics are crucial to the measurement and improvement of any website. We can help define online success metrics and track how visitors get to a site, what they do while they are there, how they are monetized or converted into customers and how they eventually leave.

Intellignos specializes in improving ROI, and provides support to agencies that want to help their clients reach real impact on their marketing goals. Using an integrated marketing approach, we analyze and optimize:

- Purchases—lowering abandonment rates and increasing sales.
- Lead generation—turning more site visitors into business leads.
- Driving customers across channels—enhancing brand affinity and value.

Online Research



Our marketing research services allow companies and interactive agencies to better understand the behaviors, attitudes and preferences of online consumers, in order to improve their marketing efforts and strategies. In today’s extremely competitive marketing environment, we strive to find and provide to our clients with relevant, accurate, and reliable information to support better decision making and achieve online success.

Training



We also provide agencies with our custom training solutions around Web analytics implementation and tools. These on-site courses are designed to ensure that interactive agencies adopt industry best practices and deploy the optimal Web analytics solution on their client websites.

Partners

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**AUTHORIZED
CONSULTANT**
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Google™

YAHOO!
WEB ANALYTICS

Strategic Alliance Partner

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Ensuring quality web experiences™

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**WEB ANALYTICS
ASSOCIATION**

Web Analytics

Assessment and Technical Audits

Since approximately 60% of current websites don't have analytics properly implemented, at the beginning of most projects we carry on an in-depth technical audit to make sure that all the necessary information is being collected in the most efficient manner.

KPI Definition

Our services start with an understanding of the organization and the definition of the key performance indicators that will provide the highest value for decision making. The proper KPIs let managers understand the health of a website at any time and direct them to take proper actions to achieve the business objectives.

Info Structure & Tagging Architecture

We analyze the content structure of a website, how information is going to flow through the system, and then define the best way to tag it. We provide our clients and agencies with thorough documentation explaining the architecture in case they need to make changes in the future.

Reporting Models

Website data is only valuable when one can understand it, act on it and see results. The proper reporting communicates the key points to a client, so we strive to provide agency's teams with the knowledge necessary to consistently create the right reports for their clients.

Analysis & Optimization

In order to exceed clients' expectations, agencies have to leverage Web analytics findings to make changes to the website and improve conversion. Our services help agencies provide their clients with the continuous optimization cycle that they need.

Online Research

Search Engine Optimization

SEO is the process of maximizing the volume, and quality, of traffic to a web site, by improving its ranking on "natural" search results pages. We have developed extensive in-house SEO practices and strategies, that we apply to achieve successful brand and web presence for our clients.

Competitive Analysis

Through market research we identify brand positioning and benchmark it against strengths and weaknesses of competitors. We are then able to deliver relevant insights and strategies that turn threats into opportunities.

User Experience

A website is perhaps the most effective testing ground for understanding how marketing messages resonate with customers. Through usability reviews, A/B testing and other techniques, we are able to detect and recommend small changes to a page that enhance the user experience and can have a profound impact on conversion rates.

Surveys and Polls

To understand not only what customers are doing but also their motivations, we develop strategies that complement behavioral information with rich attitudinal insights.

Training

Our training services are designed to coach agencies about the best use of Web analytics, providing their staff with the knowledge necessary to make tangible recommendations to their clients using data that matters. By using our training services, agencies make sure that their staff is up-to-date with the latest implementation techniques, analysis and optimization skills.

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